
THE EVOLUTION OF DIGITAL TELEVISION IN NIGERIA:

**THE RISE OF ONLINE STREAMING AND
OAK TV'S STRATEGIC POSITIONING**

Danladi Ndayebo

Oak Centre

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Oak Centre

No 3, Atbara Street, Wuse II, Abuja

Website: www.oakcentreonline.org

Email: info@oakcentreonline.org

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Author: Danladi Ndayebo

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About Oak Centre:

Oak Centre is a forward thinking think tank focused on research, innovation, and policy development. By working with experts, policymakers, and grassroots organisations, it produces data driven insights, shapes digital strategies, and fosters impactful solutions. Its goal is to transform knowledge into action, promoting sustainable growth and resilience.



➤ Introduction

The media landscape in Nigeria has undergone a significant transformation with the advent of digital television and online streaming platforms.

Traditional terrestrial television, once the dominant force in broadcasting, is rapidly losing relevance as more Nigerians shift to internet-based viewing.

This shift is particularly pronounced among younger audiences who increasingly consume news, entertainment, and educational content via smartphones, tablets, and computers.

One of the key drivers of this evolution is the accessibility and convenience offered by online television. Unlike traditional broadcasters constrained by fixed programming schedules, internet-based platforms provide on demand content, allowing viewers to watch their preferred programmes at any time.

The increasing penetration of smartphones and affordable internet access has further accelerated this trend, leading to the emergence of numerous online television platforms across Nigeria.

➤ The changing dynamics of television consumption in Nigeria

Nigeria's media consumption patterns have undergone a radical shift in recent years. The internet has emerged as the most influential platform for information dissemination, political discourse, and entertainment.

This transition has not only affected traditional broadcasters but has also redefined audience engagement.

During key national events such as elections, social movements, and policy discussions, the internet serves as the primary space for civic participation.

The 2011 and 2015 general elections exemplified this shift, as young Nigerians and civil society activists leveraged digital platforms to monitor, report, and influence electoral outcomes.

Social media networks such as Facebook and Twitter became vital tools for sharing real time updates, while video blogs on YouTube and Facebook Live played an instrumental role in broadcasting election developments.

This digital shift has also given rise to new media platforms that capitalise on the advantages of speed and accessibility.

While some, like Sahara Reporters and Naij.com, focus on investigative journalism and breaking news, others have exploited the digital space to disseminate misleading content, hate speech, and unverified reports.

It is within this context that Oak TV has emerged as a credible alternative, setting itself apart as a platform dedicated to responsible journalism, governance reporting, and quality digital content.





7 The rise of online television and Oak TV's market positioning

Since its launch in 2015, Oak TV has established itself as a leading online television platform in Nigeria, distinguished by its commitment to factual reporting, governance coverage, and political accountability.

Unlike many other internet-based channels that focus on entertainment and social media trends, Oak TV provides real time video updates on key government activities, legislative proceedings, and national policy debates.

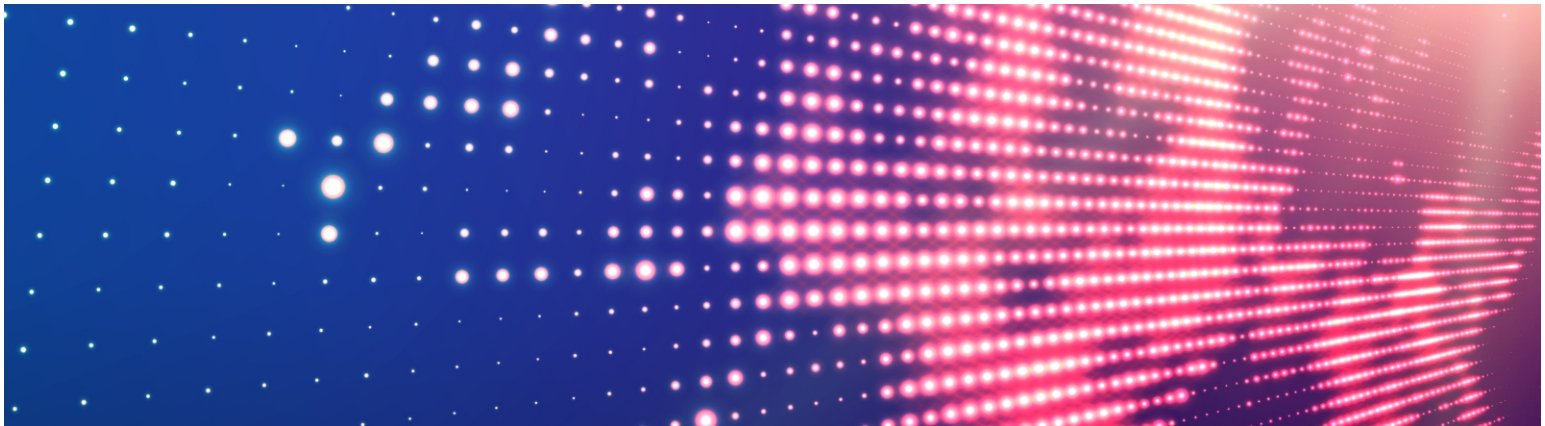
The platform's credibility stems from its rigorous editorial standards, which prioritise evidence-based reporting and verifiable sources. Oak TV has consistently maintained its reputation as a trusted media outlet by ensuring that its reports are based on hard facts rather than speculation or misinformation.

This journalistic integrity has positioned it as a key player in Nigeria's digital media ecosystem, particularly in the coverage of governance and accountability issues.

Beyond news reporting, Oak TV has played a pivotal role in fostering inclusive political participation. By making governance more accessible to the public, it has empowered Nigerian citizens with the information needed to make informed decisions during elections and policy debates.

The platform serves as a bridge between the government and the people, providing an avenue for dialogue and engagement through interactive content and audience-driven reporting.

Oak TV's reach extends across Nigeria's ministries, departments, and agencies (MDAs), the National Assembly, and the judiciary. Its network of reporters ensures that major policy developments and government actions are documented and disseminated in real time, making it an invaluable resource for journalists, researchers, and political analysts.



7 The role of Oak TV in media accountability and governance

Oak TV has distinguished itself as a platform dedicated to high impact journalism, leveraging the power of digital media to promote governance transparency.

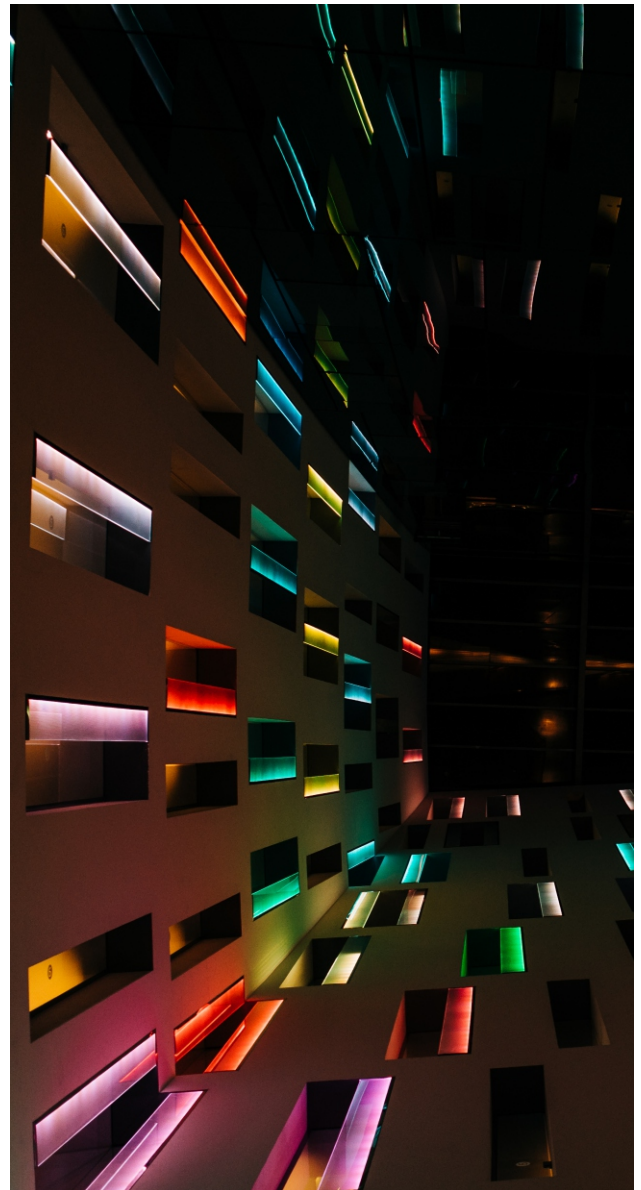
By offering a space for diverse voices—including opposition parties, civil society organisations, academia, and everyday citizens—the platform has cultivated a culture of media inclusivity.

The format of Oak TV's content is designed to balance newsworthiness with audience engagement. It combines eye catching headlines with substantive policy discussions, ensuring that even complex governance issues are accessible to the general public. This approach not only attracts attention but also enhances public understanding of national affairs.

One of Oak TV's key strengths lies in its ability to produce well researched and well presented video content that resonates with viewers.

By adhering to fundamental news values such as timeliness, impact, and conflict resolution, the platform has succeeded in setting the agenda for public discourse.

Unlike sensationalist digital platforms, Oak TV prioritises content that informs, educates, and drives meaningful conversations about governance, policy, and national development.



Competitive advantage and market strength

A comparative analysis of Nigeria's online television platforms highlights Oak TV's distinct competitive edge. The platform has achieved significant milestones in its first few years, not only in terms of viewership growth but also in its reputation for responsible journalism.

One of the factors contributing to Oak TV's success is its state of the art production equipment, which ensures high quality video content. This technological advantage enhances the platform's credibility and appeal to both viewers and advertisers.

Unlike many of its competitors, Oak TV has attracted a strong base of corporate advertisers who recognise the value of its premium content and structured audience engagement.

Advertising on Oak TV offers a unique advantage over terrestrial television. Online advertisements experience fewer distractions, making them more effective in capturing audience attention.

As a result, Oak TV has become a preferred choice for brands looking to reach a diverse and engaged digital audience.

The platform's popularity on social media has further reinforced its dominance in Nigeria's online television space.

Within just two years of its launch, Oak TV amassed over 5,000 Facebook friends and more than 60,000 page likes. Similar growth patterns have been observed across its Twitter and Instagram accounts, indicating a strong and loyal viewership base.

Oak TV's appeal is not limited to any single demographic. Its audience spans across various age groups, professions, and socio economic backgrounds, reflecting its broad relevance in Nigeria's evolving media landscape.





➤ The future of online television and Oak TV's growth trajectory

The future of television in Nigeria is undeniably digital. As internet penetration continues to expand, so too will the demand for high quality, on demand video content.

According to World Bank estimates, more than 44 million Nigerians had internet access in 2009, a number that had grown to approximately 80 million by 2017. This increasing connectivity has created a fertile ground for online television platforms to thrive.

Oak TV is well positioned to capitalise on this digital transformation. With a strong foundation in governance reporting, a commitment to journalistic integrity, and an expanding audience base, the platform is set to become a dominant force in Nigeria's media industry.

As more Nigerians turn to digital platforms for their news consumption, Oak TV's influence is expected to grow, solidifying its status as a leader in online television.

By continuously innovating and maintaining high editorial standards, Oak TV has the potential to redefine digital journalism in Nigeria. Its impact will not only be measured by its audience reach but also by its role in shaping informed civic participation and holding power to account.

➤ Conclusion

The rise of online television has reshaped Nigeria's media industry, challenging traditional broadcasting models and redefining audience engagement.

Oak TV has emerged as a key player in this transition, offering high quality, fact based journalism that serves the needs of an increasingly digital savvy population.

As media consumption patterns continue to evolve, Oak TV stands out as a model for responsible digital television—one that prioritises governance, accountability, and informed public discourse.

Its continued success will depend on its ability to adapt to emerging trends, sustain audience trust, and leverage technology to enhance its content delivery.

The digital revolution in Nigerian media has only just begun, and Oak TV is poised to remain at its forefront.





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